Partner Profile – David Topping

During our workshops, this David represents your interests while the other David takes the audience's perspective.

David has had multiple marketing and product management roles in large multinationals, SMEs and start-ups, including two of his own. He is a practitioner manager.

He's an avid reader of S-F having bought his first paperback at age 11, this kick-started his love affair with technology and his concerns about its potential negative effects.

Marketing

David is at heart a marketer. He believes in finding out what the customers need and want. He also understands that it matters that they are told what they're getting; in their own terms. Over the years he pioneered truly global integrated multi-channel campaigns at companies including IBM. His successes have included winning companies "one to watch" recognition from analyst firms, customer churn reductions to <1% and frequent YOY increase in brand recognition.

Management

David has held senior management roles in companies such as Update.com, Scala Business Solutions, Steljes and Brainloop. Often hired to help transition companies, he has developed multiple new company positionings. Occasionally, he has had to re-build marketing teams or take them from local remits to acting globally while also working locally. This means being able to manage processes across multiple countries and cultures but, above all, build a genuine team approach. David knows his successes owe much to the teams he's had the good fortune to work with.

Product Management

He has been actively involved with developing features for software, and hardware. From assisting with the functional requirement specification of Oracle's SQL*Text Retrieval in the 1980s, through involvement with the development teams for IBM's DB2 Universal Database, to every product he has had a marketing management role for.

Consultant

David has worked as a consultant on marketing analysis, positioning and tactical marketing for numerous companies large and small. He quickly assesses their needs and delivers the right results; in a manner they usually enjoy.

Technologist

He started using computers at university, rapidly discovering that programming mainframes via punched cards was not nearly as convenient as on his treasured TRS-80 PC. Since then, he has always had technology at his elbow, mostly as an early adopter and usually discovering that, while he can program, he really should leave it to experts.

Business Owner

David has started two businesses, the first was an attempt to use distributed computing for secure enterprise collaboration. Ultimately the technology required outweighed the available funding, but both the technology and business were good experiences. He also formed THINGUIDES Ltd. publishing sponsored guides to technology for business readers which, together with David Tebbutt, has now released multiple books.